WHAT IS CLAIMED IS:

- 1. A magnetic head apparatus comprising:
- a load beam to which a floating type slider is attached;
- an elastically deformable portion provided on the load beam, so that a floating structure that allows said load beam to swing is formed about said elastically deformable portion; and
 - a load generating portion;
- wherein, a position of said load generating portion is adapted to coincide with a center of mass of said load beam; and
- a pressing load of said slider against a recording medium is set by a pressure generated at said load generating portion.
- A magnetic head apparatus according to claim 1, wherein balancing about said center of mass is attained by means of a dead weight made of a vibration damping member.
 - 3. A magnetic head apparatus according to claim 2, wherein said dead weight is made of a resin.
- 25 4. A magnetic head apparatus according to claim 1, wherein said load beam is made of a resin.

5. A magnetic head apparatus according to claim 4, wherein said resin comprises an electrically conductive resin so that it would be in electrical contact with an external member.

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6. A magnetic head apparatus according to claim 4, wherein an electrically conductive coating is formed on said resin so that it would be in electrical contact with an external member.

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- 7. A magnetic head apparatus according to claim 1, further comprising a head arm that is supported in such a way as to be pivotable to move in a radial direction of said recording medium, said head arm has a strengthen plate that is attached to said head arm perpendicularly in such a way that it would not interfere with said recording medium.
 - 8. A magnetic head apparatus comprising:
- a load beam to which a floating type slider is attached;

an elastically deformable portion provided on the load beam, so that a floating structure that allows said load beam to swing is formed about said elastically deformable portion;

a projecting portion for generating a load disposed in the vicinity of said elastically

deformable portion of said load beam; and

a pressure receiving surface provided on said load beam for receiving a pressure from said projecting portion;

wherein, a position of said projecting portion for generating a load is adapted to coincide with a center of mass; and

a pressing load of said slider against a recording medium is set by a pressure applied to said 10 pressure receiving surface.

- A magnetic head apparatus according to claim 8, wherein balancing about said center of mass is attained by means of a dead weight made of a vibration damping member.
 - 10. A magnetic head apparatus according to claim 9, wherein said dead weight is made of a resin.
- 20 11. A magnetic head apparatus according to claim 8, wherein said load beam is made of a resin.
 - 12. A magnetic head apparatus according to claim 11, wherein said resin comprises an electrically conductive resin so that it would be in
- 25 electrically conductive resin so that it would be in electrical contact with an external member.

13. A magnetic head apparatus according to claim 11, wherein an electrically conductive coating is formed on said resin so that it would be in electrical contact with an external member.

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- 14. A magnetic head apparatus according to claim 8, further comprising a head arm that is supported in such a way as to be pivotable to move in a radial direction of said recording medium, said head arm has a strengthen plate that is attached to said head arm perpendicularly in such a way that it would not interfere with said recording medium.
 - 15. A magnetic head apparatus comprising:
- a base plate adapted to be attached to a head arm;
 - a load beam that extends from the base plate;
 - a floating type slider attached to said load beam;
- an elastically deformable portion provided between said base plate and said load beam, so that a floating structure that allows said load beam to swing is formed about said elastically deformable portion;
- a projecting portion for generating a load disposed in the vicinity of said elastically deformable portion of said load beam;

a pressure receiving surface provided on said load beam;

wherein, a position of said projecting portion for generating a load is adapted to coincide with a center of mass;

a pressing load is applied to a surface of a recording medium via said floating type slider; and

a pressing load of said slider against the recording medium is set by a pressure applied to said pressure receiving surface.

- 16. A magnetic head apparatus according to claim 15, wherein balancing about said center of mass is attained by means of a dead weight made of a vibration damping member.
 - 17. A magnetic head apparatus according to claim 16, wherein said dead weight is made of a resin.
- 20 18. A magnetic head apparatus according to claim 15, wherein said load beam is made of a resin.
 - 19. A magnetic head apparatus according to claim 18, wherein said resin comprises an electrically conductive resin so that it would be in

electrical contact with an external member.

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20. A magnetic head apparatus according to claim 18, wherein an electrically conductive coating is formed on said resin so that it would be in electrical contact with an external member.

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- 21. A magnetic head apparatus according to claim 15, further comprising a head arm that is supported in such a way as to be pivotable to move in a radial direction of said recording medium, said head arm has a strengthen plate that is attached to said head arm perpendicularly in such a way that it would not interfere with said recording medium.
- 22. A magnetic head supporting mechanism
 15 comprising:
 - a magnetic head apparatus including a base plate and a load beam extending from the base plate;
 - a head arm attached to said base plate;
- a floating type slider attached to said load 20 beam;

an elastically deformable portion that is flexible provided between said base plate and said load beam so that a floating structure that allows said load beam to swing is formed about said elastically deformable portion; and

a projecting portion for generating a load

a projecting portion for generating a load disposed in the vicinity of said elastically

deformable portion of said load beam, said projecting portion for generating a load being provided on said head arm and being adapted to apply a pressure to said load beam;

wherein a position of said projecting portion for generating a load is adapted to coincide with a center of mass;

a pressing load is applied to a recording medium via said floating type slider; and

- said pressing load to said recording medium is set by an amount of rotation of said load beam caused by the pressure applied by said projecting portion for generating a load.
- 23. A magnetic head supporting mechanism apparatus according to claim 22, wherein balancing about said center of mass is attained by a dead weight made of a vibration damping member.
- 20 24. A magnetic head supporting mechanism according to claim 23, wherein said dead weight is made of a resin.
- 25. A magnetic head supporting mechanism
 25 according to claim 22, wherein said load beam is made of a resin.

- 41 -

26. A magnetic head supporting mechanism according to claim 25, wherein said resin comprises an electrically conductive resin so that it would be in electrical contact with an external member.

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- 27. A magnetic head supporting mechanism according to claim 26, wherein an electrically conductive coating is formed on said resin so that it would be in electrical contact with an external member.
- 28. A magnetic head supporting mechanism according to claim 22, further comprising said head arm is supported in such a way as to be pivotable in a radial direction of said recording medium, said head arm has a strengthen plate that is attached to said head arm perpendicularly in such a way that it would not interfere with said recording medium.
- 20 29. A magnetic recording apparatus equipped with a magnetic head apparatus according to claim 1.
 - 30. A magnetic recording apparatus equipped with a magnetic head apparatus according to claim 8.

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31. A magnetic recording apparatus equipped with a magnetic head apparatus according to claim 15.

32. A magnetic recording apparatus equipped with a magnetic head supporting mechanism according to claim 22.